

APPROVED MINUTES  
ARTS COMMISSION  
CITY OF MILPITAS

**Minutes:** Meeting of the Arts Commission (AC)  
**Date of Meeting:** Monday, May 21, 2007  
**Place of Meeting:** Milpitas Community Center, Conference Rooms 7/8, 457 E. Calaveras Blvd.

**I. Call to Order** Chairperson Rabe called the Meeting to Order at 6:00 p.m.

**II. Pledge of Allegiance** Chairperson Rabe led the Commission in the Pledge of Allegiance.

**III. Roll Call** Commissioners Present: Ettinger, Foulk, Hays, McGuire (6:04pm), Ogle (6:07pm), Rabe and Alternate Tsuei (6:10pm).

Commissioners Absent: Asif, Butler

City Staff Present: Community Enrichment Coordinator, Renee Lorentzen, Public Services Clerk, Tirzah Cedillo

City Council Liaison Present: Council Member Giordano (6:05pm)

**IV. Seating of Alternates** Commissioner Tsuei was seated in the absence of Commissioner Butler.

**V. Approval of Agenda** **MOTION** to approve the Agenda of May 21, 2007.  
M/S: Hays/Ettinger Ayes: All

**VI. Approval of Minutes** **MOTION** to approve the Minutes from April 23, 2007.  
M/S: Foulk/Hays Ayes: All

**VII. Public Forum** Mayor Jose Esteves, 825 Canada Drive, Milpitas, spoke about the funds available for the Arts, due to the TOT (Transient Occupancy Tax) Measure passed several years ago. He's asked the Arts Commission to support funding for a performing arts center from this fund and not to use the 2% TOT (Transient Occupancy Tax) for general arts programming. Mayor Esteves stated that the Arts Commission should agendize the Performing Arts Center to send a message to City Council. Council Member Giordano stated she's very happy that Mayor Esteves supports the arts.

**VIII. Announcements/Correspondence** None.

**IX. Old Business**

**1. Arts Day - Staff**

Community Enrichment Coordinator, Renee Lorentzen stated the Arts Day Milpitas event would be held on October 6<sup>th</sup> in the Civic Center Plaza. A current budget of \$1,000.00 is available. Arts Day Milpitas 2007 is planned to include a literary art component as well as the return of the Recycling Art Contest.

She's asked that two Arts Commissioners, City and Library staff sit on the Arts Day Planning Committee. Both Chairperson Rabe & Commissioner McGuire volunteered to sit on the committee. Vice Chairperson Ettinger stated that Target requested with their \$1,000.00 donation that their banner be hung clearly at the event. Also, Target has requested that the Arts Commission use Target volunteers to participate in the event.

## **XI. New Business**

### **1. City Color – Commissioner Tsuei**

Community Enrichment Coordinator, Renee Lorentzen stated at the April Arts Commission meeting, Commissioner Tsuei requested that the Commission look into the possibility of having an official City Color. She stated a City Color involved the buy-in of all City Departments and therefore would be only a recommendation of consideration to the Council from the Commission. She stated the Arts Commission could talk about it and consider a color, but first to make a recommendation to City Council. Commissioner McGuire stated the color blue has always been the city color. Commissioner Tsuei stated the color scheme came up in the Public Arts Committee meeting regarding the BART Stations, and feels it's important. Community Enrichment Coordinator, Renee Lorentzen stated there is nothing official about the color blue used at City events. Council Member Giordano said she felt an official City color is a great idea. Chairperson Rabe asked Commissioner Tsuei to develop the idea of a City color, how to use it, and its relation to Milpitas and report back to the Arts Commission. Commissioner Foulk volunteered to work with Commissioner Tsuei to prepare the report on the City Color.

Note. Receipt. File.

### **2. Performing Arts Feasibility Study - Staff**

Community Enrichment Coordinator, Renee Lorentzen stated at the April Commission meeting, Council Member Giordano requested that the Commission make their Long-term goal Work Plan Item "Promote a Performing Arts Center in Milpitas" an active Work Plan Item. The Commission requested that a past feasibility study conducted in 1997 be located by staff and available for review at the May meeting.

Community Enrichment Coordinator, Renee Lorentzen stated she read through files that started in 1986 for the Cultural Arts Center, which was approved by City Council and paid from CIP (Capital Improvement Project) monies for the feasibility study in the 90's. Local arts organizations, residents and committee members lobbied for funds to build and run a Cultural Arts Center in Milpitas are worked in the City's budget. Community Enrichment Coordinator, Renee Lorentzen stated the feasibility study lists possible locations for a Cultural Arts Center as Serra Theater, Michael's (no longer exists), or the Community Center.

The center would include (but not limited to):

- 500 seat auditorium
- Black-box theatre
- Catering/Kitchen Area
- Art Gallery
- Choral rooms
- Set shop

The study recommends renovating an existing building or decentralizing arts programs through new or existing buildings.

Commissioner Foulk stated he wants the City to really look at the study first to see if it needs updating. Council Member Giordano added that the entire feasibility study document does need to be updated. Community Enrichment Coordinator, Renee Lorentzen stated the demographic data cited in the study is out dated, but the programming and space needs of the Community and local arts groups could possibly be served by recommended facility size and

amenities. However, the costs associated with such a project need to be updated. Chairperson Rabe asked if the City is going to reconstruct the Community Center. Council Member Giordano responded there are no immediate plans to remodel the Community Center, only the Library. Council Member Giordano stated the study states to use the Community Center/Civic Center site for a Cultural Arts Center and she thinks that's the best possible site. She advises the Commission to request City Council order a RFP (Request for Proposal) to move this along. The report needs to be updated first before anything else. Council Member Giordano stated the feasibility study should be given to City Council first. Then the Commission can ask City Council for further direction.

**MOTION** to have Community Enrichment Coordinator, Renee Lorentzen write a memo to City Council with the Cultural Arts Center Feasibility Study attached, and request direction on updating the Study.

M/S: Foulk/Ogle

Ayes: All

## **XII. Staff Reports**

### **CASP- Bay Area Showcase Chorus - June 2<sup>nd</sup>-Community Center - 4pm**

Both Chairperson Rabe and Commissioner Foulk have stated they will attend this event.

### **CASP- Fil-Am - June 9<sup>th</sup> - Community Center - 1:30 pm**

Commissioner Butler previously stated she would attend this event.

Community Enrichment Coordinator, Renee Lorentzen stated the Arts and Cultural Grant Program Grant Applications for 2007-2008 was due May 18, 2007, by 5pm. The applicant review will be done on June 25<sup>th</sup> at the Arts Commission meeting. She received twelve Arts and Culture Grant Program applications for 2007-2008.

## **XIII. Liaison Reports**

### **1. City Council**

Council Member Giordano reported the following at the May 1, 2007, City Council meeting:

- Report from VTA regarding BART.
- Siliconvalleyonline.org is joining commercial, industrial listings in Milpitas.
- Received financial report first nine months of fiscal year.
- Approved Arts Commission Work Plan to include Cultural Arts Center.
- New ordinance to require Automatic Gas shut-offs for all new construction.

Council Member Giordano reported the following at the May 15, 2007, City Council meeting:

- Approved 5,706 square foot home on hillside.
- City Council directed staff to provide for a street tree enhancement program.
- Report from Staff regarding funding for Alviso Adobe Project.
- City Council adopted support for SB156 regarding Library funding from State.
- Adopted an ordinance to ban Medical Marijuana Dispensaries.

## **2. Commissioner CASP Review**

### **CASP-Milpitas Camera Club-May 4<sup>th</sup>-Milpitas City Hall**

Community Enrichment Coordinator, Renee Lorentzen stated the event was very nice and approximately (150) people attended.

### **CASP-Fancy Dancers, Inc.-May20<sup>th</sup>-City Hall Amphitheater**

Community Enrichment Coordinator, Renee Lorentzen stated the event was very well done and between two shows (150) people attended.

## **XIV. Future Agenda Items**

- Work Plan – Cultural Arts Center
- Milpitas Arts and Culture Grant Review
- City of Milpitas Color

## **XV. Adjournment**

There being no further business the Chairperson adjourned the meeting at 6:57 p.m., to the scheduled meeting on June 25, 2007.

Respectfully Submitted,

Tirzah Cedillo  
Recording Secretary